



山云落几香
八

DECORATING IDEAS
for today's living
with **Armstrong LINOLEUM**



When you build...

open planning makes a

small home seem larger

Ideas about what features are important in a new home have probably changed more in the last four or five years than in the whole past century—and perhaps the biggest, most noticeable change in new homes is their feeling of extra space. It isn't that homes are actually larger—but they *appear* to be because they've taken on a bright, new airiness inside. In today's more relaxed way of living, informal ideas have become more important . . . and we've cast off many of the old restrictions. No longer do interior walls need to separate kitchen, dining, and living areas. Modern building and decorating ideas, and modern materials like Armstrong Linoleum, have given us beautiful, open-planned interiors colorfully decorated for a feeling of spaciousness.

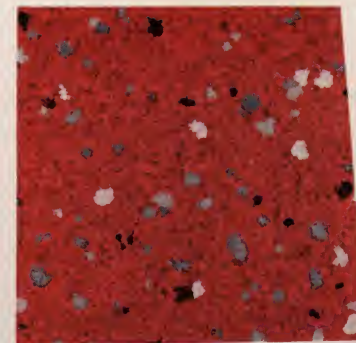
This kitchen-dining area is surprisingly small, yet its floor of Armstrong Embossed Inlaid Linoleum, Style No. 5321, gives it a wonderful feeling of spaciousness by tying together all separate areas of its open plan. Scores of other Armstrong Linoleum Floors can be used in the same way. Here are just a few . . .



Raybelle, Style No. 82



Marbelle, Style No. 014



Spatter, Style No. 5012



Decoray, Style No. 1801

When you remodel...

open planning gives an

older home the new look

The desire we all have for spaciousness and modern beauty in our homes has now outdated many old houses that are soundly constructed. Fortunately, many of today's modern materials make it practical for an old home to become as spacious as a new one—with little to indicate that it has been "made over." Partitions can be removed . . . and Armstrong Linoleum can be installed right over the old floor, leaving no unsightly patches. With the wide assortment of rich colors and designs you have to choose from in Armstrong Linoleum, it's easy to find the right floor . . . to blend your old furnishings with new and to harmonize the color schemes of separate room areas. And because Armstrong Linoleum is greaseproof, splashproof—unharmed by almost anything you're likely to spill—the same floor that adds colorful beauty to your living and dining areas is entirely practical in your kitchen. Remember, too, Armstrong Linoleum never needs costly refinishing.

Seems hard to believe, doesn't it, that this cramped, old-fashioned living room could be transformed into such a spacious, modern interior? Yet it was—with the help of this stylized wood-grain floor of Embossed Inlaid Linoleum, Style No. 5302.







An old kitchen is modernized . . . and made a part of the main living area with this handsome, practical floor of Armstrong Embossed Inlaid Linoleum.

DOWNSTAIRS AND UP—**Armstrong**

main floor

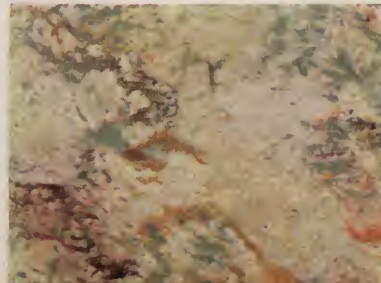
The added spaciousness made possible new informality and new convenience. When your kitchen is a part of the main living area, you can remain with your guests. Informal entertaining is so much easier! And, with dividing walls removed, and with smooth, virtually seamless Armstrong Linoleum that won't trap dirt and grit, the floor stays clean with almost no effort at all.



Raybelle, Style No. 72



Marbelle, Style No. 030



Royelle, Style No. 1509



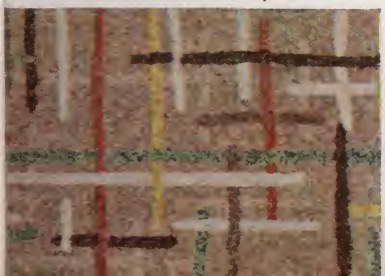
Many, many other Armstrong Linoleum Floors are ideal for remodeling older houses. Here are a few . . .

LINOLEUM GIVES A HOME decorative harmony



This bedroom for two teen-age boys is beautifully color-related by the floor of Armstrong Spatter Linoleum, Style No. 5014. At right, this room as it looked when the boys were little, shows how well the same floor goes with other colors.

Craftline Inlaid, Style No. 5110



Embossed Inlaid, Style No. 5793



Here are two more excellent choices for upstairs rooms.

upstairs,

Decoratively, a single floor style used throughout all the upstairs rooms and hallways can work wonders in creating a more open, spacious appearance. At the same time, the color schemes of all rooms are brought into harmony with each other. For decorative beauty with any color scheme in your home, what better choice than colorful floors of Armstrong Linoleum?

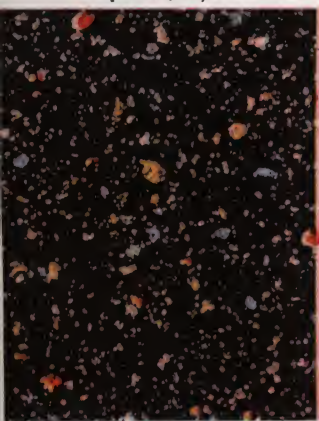


When you redecorate...

color offers endless opportunities to express your personality

Almost as revolutionary as our change in the use of space is our new attitude toward color. We've thrown out old decorating rules like "blue and green should ne'er be seen." We've discovered that the right tones of blue and green, or red and pink, or almost any colors can be exceptionally attractive . . . in proper proportions. Today, there's practically no problem of interior design that you can't solve with color. One good idea is to find a room you like in a magazine, or a booklet like this, and follow the same general color scheme. Color planning that starts with a colorful floor opens up a whole new world of decorating opportunity. No wonder, then, that Armstrong Linoleum is so popular, for no other floor offers you such a wide choice of beautiful colors and color combinations.

Spatter, Style No. 5001



Marbelle, Style No. 031

Raybelle, Style No. 80



Plain, Style No. 25

With color, you can make a sunny room feel cooler. This Royelle Linoleum floor, Style No. 1519, does it by repeating the blue of a seascape. Some other Armstrong Linoleum Floors that can "warm" or "cool" a room are shown at left.





color can be gentle

... or forceful

Color can make a room cheerful . . . sophisticated . . . feminine. This stunning room, decorated in one basic color, was inspired by the floor of Armstrong Raybelle Linoleum, Style No. 86. A gray floor would be equally lovely.



Raybelle, Style No. 88

Color used in the design of the flooring can change the apparent size or shape of a room. Here, three colors of Royelle Linoleum, Style Nos. 1506, 1507, and 1508 run across this area to accentuate its width. Many other Armstrong Linoleum Floors have directional designs that can make a room seem larger—or wider.



Jaspé, Style No. 5



Raybelle, Style No. 79



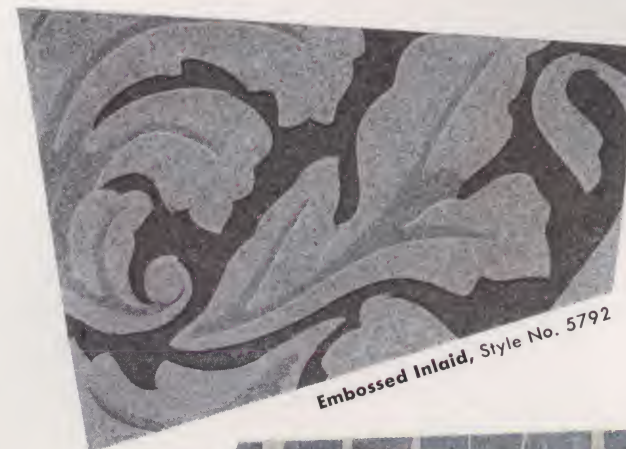
When you select your materials...

texture offers a
beautiful natural look

The textures of nature have revolutionized decorating, too. Outdoor materials—brick, stone, rush, plants and bamboo—are right at home indoors. Rough tweeds and homespun are today's favorite fabrics—and the textured effects in Armstrong Linoleum add greatly to the decorative beauty of your interior. In no other floor can you find such a variety of lovely textured treatments—or such a wide array of designs that set off the beauty of your walls and furnishings. There's hardly any textured surface you could use in your home that offers such an ideal combination of decorative beauty, easy care, and underfoot comfort.



Embossed Inlaid, Style No. 5491



Embossed Inlaid, Style No. 5792



Embossed Inlaid, Style No. 5481

Embossed Inlaid, Style No. 5352



This lovely floor of Embossed Inlaid Linoleum, Style No. 5310, has the textured look of flagstone . . . yet it's wonderfully smooth and easy to keep clean. A few of Armstrong Linoleum's other "textures" are shown above.

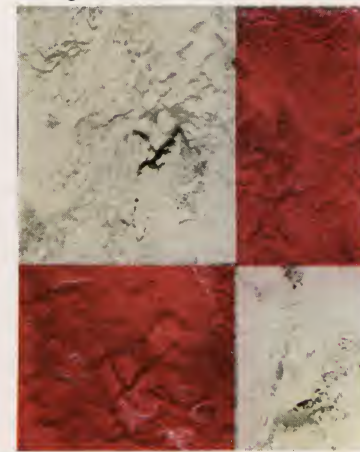


When you expand your home...

informality makes any
room more enjoyable

The most delightful new feature of today's homes is the way they are planned for easier, better living. For we have discovered the fun of carefree relaxing and entertaining . . . we're no longer content to eat in one place, play in another. Now we want to live all through the house, and we're changing our homes so that we can. In addition, new areas—created especially for our leisure activities—are becoming a part of the main living areas of our homes. These new “all-purpose” or “family activities” rooms are being carefully planned to provide space for all sorts of informal uses. They not only offer new space for entertaining, but also space for the children to play and watch television. And these rooms are being decorated with modern, work-saving materials like Armstrong Linoleum, so there's no need to worry about their upkeep and beauty while we enjoy them.

Straight Line Inlaid, Style No. 1690

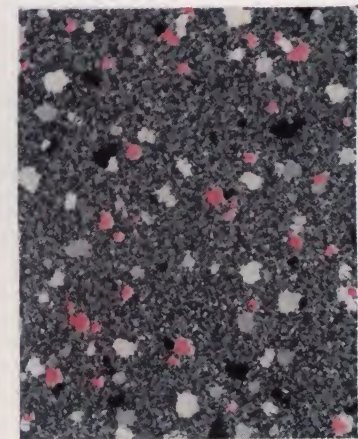


Embossed Inlaid, Style No. 5822





Embossed Inlaid, Style No. 5471



Spatter, Style No. 5024

Welcome the "activities" room—a good example of the better way of living that's being built into modern homes. Much of the gay beauty and practicality of this room comes from the floor of Craftline Linoleum, Style No. 5102. It's a busy room—but this almost seamless floor won't be harmed by tracked-in dirt, cooking grease, and spilled foods.

Every day of the year...

practicality gives you more freedom from housework

In these days of "on-the-go" homemaking, you probably spend more time with your family, and in civic, educational, and social activities, than in cleaning your home. Yet you don't want to neglect your home—you want to be proud of it when friends "drop by." This means that your home must be easier than ever to care for. And it can be—for the same products that make it more attractive and more livable also make it easy to keep clean. Armstrong Linoleum is one of the most practical of these carefree modern materials. It does away with the old-fashioned, "down-on-your-knees" ways of cleaning, for the smooth, virtually seamless surface doesn't give dirt a place to hide. Spilled things wipe up easily. *And* between cleanings many of the styles of Armstrong Linoleum actually keep dust from showing.



Royelle, Style No. 1504



Straight Line Inlaid, Style No. 1611



Roybelle, Style No. 86



Embossed Inlaid, Style No. 5392

One of the best things about Armstrong Linoleum is the way it provides wall-to-wall color without the expense of carpeting. Yet it makes a wonderful background for area rugs. This Spatter, Style No. 5020—and the other designs on this page—are all good "background" floors for living areas.



1 open planning

Armstrong Linoleum brings decorative harmony to open-planned areas, new or remodeled . . . strikingly beautiful in living areas, it's practical everywhere.

2 color

Armstrong Linoleum offers you a wider choice of colors and designs than any other flooring material.

3 texture

Only in Armstrong Linoleum can you find such a varied range of fashionable textured effects.

4 informality

Armstrong Linoleum introduces new informality and carefree comfort throughout your home.

5 practicality

Easy to clean, Armstrong Linoleum adds relaxation to modern living, gives you more time for your family—and for outside activities.

Five important factors
that contribute
to modern living

**... and Armstrong Linoleum
brings them all to your home**

Yes, our homes have changed a great deal in the last few years, to reflect our new way of living. And it's largely because of modern materials like Armstrong Linoleum. Its long-famous durability and easy care, along with its handsome new colors and designs, make it a natural choice for today's finest homes. In the five important ways listed on this page, Armstrong Linoleum can make possible new luxury and a better way of living in your home. No wonder Armstrong Linoleum has become known as "the modern fashion in floors."

Here, a smart floor of Armstrong Royelle Linoleum, Style Nos. 1507 and 1508, gives this modern interior new beauty and convenience in keeping with today's new way of living.



Armstrong LINOLEUM

gives you such a
wide choice of styles

Decorating the interior of your home can be a thrilling—and rewarding—experience, when you begin with a colorful floor of Armstrong Linoleum. Whether you're building a new house or remodeling the old one, this beautiful and practical flooring is your best starting point for the decorating job. It offers you a choice of more than 150 different colors, textures and designs. Here are descriptions of the ten basic types of Armstrong Linoleum—all available from your near-by flooring dealer.

1. *DECORAY** LINOLEUM — In both roll and tile form. A smart, new, economy flooring — in light gauge only—characterized by bold directional graining of color or tone.

*Trade-Mark



2. *JASPÉ* LINOLEUM — An outstanding example of design simplicity. Practical, too — for the softly striated effect helps conceal dust and dirt.



3. *RAYBELLE®* LINOLEUM — Available in both roll and tile form. A distinctive striated design, bolder than Jaspé, in single color or multi-color patterns.





4. *STRAIGHT LINE INLAID LINO-LEUM* — Choose from different geometric and tile designs, inlaid into smooth, seamless flooring — in a range of attractive color combinations.



5. *SPATTER® LINO-LEUM* — An exclusive Armstrong styling that's equally appropriate for modern and traditional decorating schemes.

6. *ROYELLE® LINO-LEUM* — In both roll and tile form. Bold, marbled graining characterizes this modern styling. In monochromatic patterns or multicolor effects.





7. *EMBOSSSED INLAID LINO-LEUM*—A variety of textured stylings (brick, flagstone, wood, chipstone, and carpet effects), with an exclusive embossed surface.

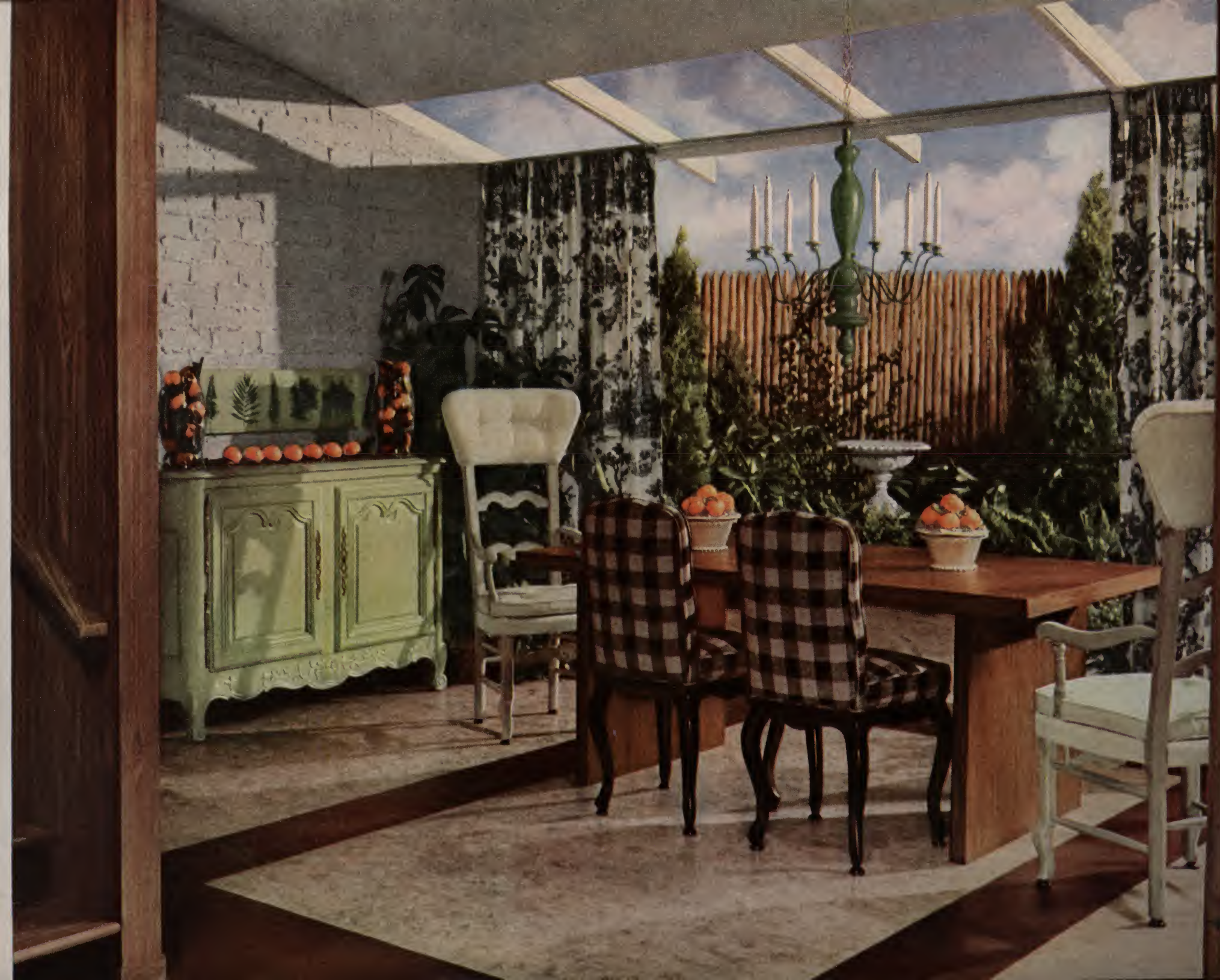
8. *CRAFTLINE® IN-LAID LINOLEUM*—An exclusive series of unusual designs . . . each featuring a handsome textured flooring effect.



9. *PLAIN LINO-LEUM*—Single colors — or custom effects combining colors — are very handsome. Plain linoleum may also be combined with other types for a custom floor.



10. *MARBELLE® LINOLEUM*—A distinctive non-directional marbleizing, rendered in tones of a single color, or combinations of two or more.



CUSTOM STYLING

Armstrong Linoleum offers you still another unusual decorative feature . . . for it can be custom styled in an endless variety of designs by your dealer's skilled mechanics, combining colors to suit your own special tastes and requirements. Your nearest flooring dealer will welcome the opportunity to discuss your special flooring problems and help you work out custom floor design ideas for any room in your home.



Smart use of linoleum "flushed" up the wall like this can help to make the room seem larger . . . and simplify cleaning.



Linostrips®, wider Linosets®, or bands of linoleum can easily be formed into straight, curved or scroll designs to outline a room or rug area.



Other distinctive custom floors can be made in large room areas simply by reversing the direction in which the sheets of linoleum are installed.

**It's so simple
to keep
Armstrong Linoleum
lovely
year after year...
one more reason it's**

*The Modern
Fashion in Floors*

Light sweeping is all the regular care your Armstrong Linoleum Floor will need, or a quick wiping with a damp mop when things are spilled. Sponge-mop washing—at spring and fall cleaning time—is easy—with Armstrong Liquid Cleaner. Don't use harsh alkaline cleaners which fade linoleum's colors.



Occasional waxing will protect the beauty of your Armstrong Linoleum Floors. Use self-polishing Linogloss®—applied in a very thin coating. It's made by Armstrong specially for Armstrong resilient floors. There's no safer wax for your floors.

Armstrong Furniture

Rests . . . protect your linoleum floor from indentation by heavy furniture. Designed to fit the legs of all types of furniture, they spread the weight evenly over a larger surface. Even when furniture is tilted, the swivel action of Armstrong Furniture Rests keeps them flat on the floor.

There are five Armstrong Furniture Rests—one for every major type of furniture leg. These include round and square cup type rests.



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Armstrong

the modern fashion in floors

ARMSTRONG CORK COMPANY, LANCASTER, PENNSYLVANIA